



Module Specification

Understanding Organisations and People (Marketing, Events and Tourism)

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Part 1: Information

Module title: Understanding Organisations and People (Marketing, Events and Tourism)

Module code: UMODDP-15-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Organisation Studies

Module type: Module

Pre-requisites: None

Excluded combinations: Understanding Organisations and People (Accounting, Economics and Finance) 2023-24, Understanding Organisations and People (Business, International and Management) 2023-24, Understanding Organisations and People (Marketing, Enterprise and Tourism) 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The module uses an approach to learning that is primarily facilitated; in other words, students are encouraged to take responsibility for their own learning and to develop independence in their approaches to studying.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: Theme1: Understanding the Individual

Motivation and the Self – including contemporary methods for workplace engagement.

Individual Differences, Personality and Self – includes Jung, Myers Briggs and psychodynamics

Emotions – includes understanding emotions at work and concept of emotional labour

Theme 2: Understanding the Group

Group Formation and Development – includes Tuckmann and other theories

Team working – includes working with others, anxiety in teams, groupthink, power and leadership

Theme 3: Understanding the Organisation

Leadership – includes traits and skills, transformational, toxic, quiet leadership and women and leadership

Power, Politics and Resistance – includes conflicts of interest, power bases and resistance at work

Culture – organisational culture and sub-cultures, socialisations

Theme 4: Understanding Emergent Themes

Virtual Working World and Technology – includes virtual working, virtual groups and teams, home-working and distance working and how technology affects everyday working life in organisations

Contemporary ways of managing and organising

Part 3: Teaching and learning methods

Teaching and learning methods: Contact will be through 3 hours per week using a mixture of whole group lectures (2 x 1-hour lectures) and small group

workshops/seminars (1x1-hour lecture).

Students will be expected to prepare for the seminar activities and clear guidance will be given on the content of that preparation within the module handbook and through Blackboard.

Lectures: these provide a conceptual overview, focussing on key theories and models and on their application in group and organisational settings.

Seminars: active and participative learning approaches are used in seminars to explore concepts in detail, to demonstrate theory in action and to provide structured opportunities for skills development. Approaches include: case studies based on Module Leaders own academic research; Culture Boxes; Use of video and TV documentary analysis; Student reflections and experiences; Role play; Simulations

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Identify and understand the range factors that influence the behaviour of individuals between individuals and within organisations

MO2 Gain a deeper insight into individual and group level experience through theory and be able to apply this to real life organisations

MO3 Understand the ways in which organisations are shaped and controlled and how workers experience this

MO4 Recognise how contemporary organisational themes are impacting on organisations and the people who work within them

MO5 Understand and apply a range of both mainstream and critical approaches to the understanding of people in organisations

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umoddp-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umoddp-15-1.html>

Part 4: Assessment

Assessment strategy: The summative assessment of this module has been devised to examine both the student's knowledge and application of the subject as well as their ability to critically evaluate the conceptual ideas presented and discussed throughout the module. Formative feedback opportunities are built into module sessions through self and peer assessment activities.

Coursework: The 1500 word essay will require independent research of theoretical literature and analysis, synthesis and evaluation of this literature utilising topics covered in the first half of the module.

Group Presentation: A group project will require independent research (primary or secondary) of a real-life organisation/organisational issue and analysis and evaluation of this case using topics covered in the module.

Assessment tasks:

Project (First Sit)

Description: Research Project

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Case Study (First Sit)

Description: 1500 word case study essay

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Project (Resit)

Description: Research project

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Case Study (Resit)

Description: 1500 word Case Study Essay

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Marketing [Villa] BA (Hons) 2023-24

Business Management with Marketing [Villa] - Withdrawn BA (Hons) 2023-24

Business and Events Management [Phenikaa] BA (Hons) 2023-24

Marketing [Frenchay] BA (Hons) 2023-24

Business Computing [Frenchay] BSc (Hons) 2023-24

Business and Events Management [Frenchay] BA (Hons) 2023-24

Information Technology Management for Business [Frenchay] BSc (Hons) 2023-24

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23

Business Computing {Foundation} [Frenchay] BSc (Hons) 2022-23

Business Computing {Foundation} [GCET] BSc (Hons) 2022-23

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Business Management and Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23